

## ORDER



Orders	Order / Rev:	162964
	Alt Order #:	06260757
	Product Desc:	AMERICANS FOR PROSPE
	Estimate:	1813
	Flight Dates:	08/28/12 - 09/03/12
	Original Date / Rev:	08/02/12 / 08/02/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Matthew Norten</b>
<b>Sales Office:</b>	<b>HDC</b>
<b>Sales Region:</b>	<b>NAT</b>

Agency	Name:	Mentzer Media Services
	Buying Contact:	Elise Cloyd
	Billing Contact:	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Americans for Prosperity
	Demographic:	A50+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	14	\$20,400.00	\$17,340.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$20,400.00	\$17,340.00	0.00
<b>Totals</b>	<b>14</b>	<b>\$20,400.00</b>	<b>\$17,340.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDJT-TV-LP	30%	\$20,400.00
Market	100%	\$68,000.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	20%	\$13,600.00
WITI	23%	\$15,640.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	27%	\$18,360.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/28/12	08/31/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TW-F--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TW-F--		3				\$1,000.00		0.00			
E 2	WDJT	08/29/12	09/02/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	--W--SS	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
10PM NEWS															

